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Our mission is to connect citizens with their local governments.

At 311 Network, we believe that every citizen should have open communication channels with their local government.

We promote this belief by providing solutions that foster collaboration, accountability and service.

OUR MISSION



- ▶ Headquartered in Asheville, North Carolina, **311 Network** is a nationwide consortium of private industry contact management firms (call centers). The Network was formed to deliver affordable, turn-key 3-1-1 coverage for local governments.
- ▶ **311 Network** call centers are located in hundreds of communities across the United States and Canada. We specialize in providing complete citizen request management services.

WHO WE ARE





311 Network is
expanding.

Many more
regions are in the
process of being
represented.

Initial network of call management firms

Birmingham, AL
Mobile, AL
Montgomery, AL
Phoenix, AZ
West Memphis, AK
Granada Hills, CA
Modesto, CA
Fair Oaks, CA
Redondo Beach, CA
San Jose, CA
Sherman Oaks, CA
Stockton, CA
Anaheim, CA
Denver, CO
Aurora, CA
New Britain, CT
West Haven, CT
Wilmington, DE
Melbourne, FL
Miami, FL
Orlando, FL
Pensacola, FL
Sarasota, FL

Jonesboro, GA
Chicago, IL
Elmhurst, IL
Morton Grove, IL
Indianapolis, IN
South Bend, IN
Cedar Rapids, IA
Davenport, IA
Des Moines, IA
Ottumwa, IA
Waterloo, IA
Portland, ME
Baltimore, MD
Towson, MD
Salisbury, MD
Burlington, MA
Methuen, MA
Roslindale, MA
Westborough, MA
St. Paul, MN
Brainerd, MN
New York Mills, MN
Gulfport, MS

St. Louis, MO
Billings, MT
Kendall Park, NJ
Lakewood, NJ
New York City, NY
Las Vegas, NV
Asheville, NC
Charlotte, NC
Greenville, NC
Cincinnati, OH
Columbus, OH
Fairlawn, OH
Portland, OR
Allentown, PA
Bensalem, PA
Philadelphia, PA
Pittston, PA
Williamsport, PA
Greenville, SC
Charleston, SC
Chattanooga, TN
Memphis, TN
Nashville, TN

Arlington, TX
El Paso, TX
Fort Worth, TX
Longview, TX
Houston, TX
Reston, VA
Green Bay, WI
Janesville, WI
New York Mills, MN
Gulfport, MS
St. Louis, MO
Asheville, NC
Greenville, NC
Cincinnati, OH
Williamsport, PA
Charleston, SC
Memphis, TN
Reston, VA
Green Bay, WI
Janesville, WI
Toronto, Canada
Winnipeg, Canada

WHO WE ARE



- ▶ **Quick access to non-emergency government services and information**

The 3-1-1 number is a telephone code, approved by the Federal Communications Commission (FCC) in 1997, which provides the public with quick access to non-emergency government services and information through **one point of contact**.

- ▶ **Enhances the relationship between citizens and their local government**

Initially, the purpose of the release of the 3-1-1 code was to improve the effectiveness of 9-1-1 emergency services by alleviating congestion on 9-1-1 circuits. Over the years, the 3-1-1 code has also been found to substantially enhance the relationship between citizens and their local government by providing **accountability** and **easy access**.

THE 4-1-1 ON 3-1-1



Types of calls received by 3-1-1 contact centers

► Information Requests

Office Hours

Recycling

Tourism

Polling Locations

Telephone Numbers

Permits/Licenses

City/County Events

Public Meeting Schedules

► Service Requests

Potholes

Street Signs

Water Leaks

Dead Animals

Broken Traffic Lights

Wind Damage

Water Main Break

Mosquito Concerns

Illegal Dumping

Street Lights

High Winds

Stray Animals

Storm Water Issues

Junk Vehicles

Silt Fences

Environmental Issues

Flooding

Zoning Violations

Right of Way Maint.

THE 4-1-1 ON 3-1-1



For the City/County

- ▶ Lack of centralization can cause duplication of effort
- ▶ Insufficient monitoring and tracking of citizen requests
- ▶ Lack of follow-up with citizens once they have filed a service request
- ▶ Little or no monitoring of trends from an elected official's perspective
- ▶ Interruption of workflow for staff

WHAT'S THE PROBLEM?



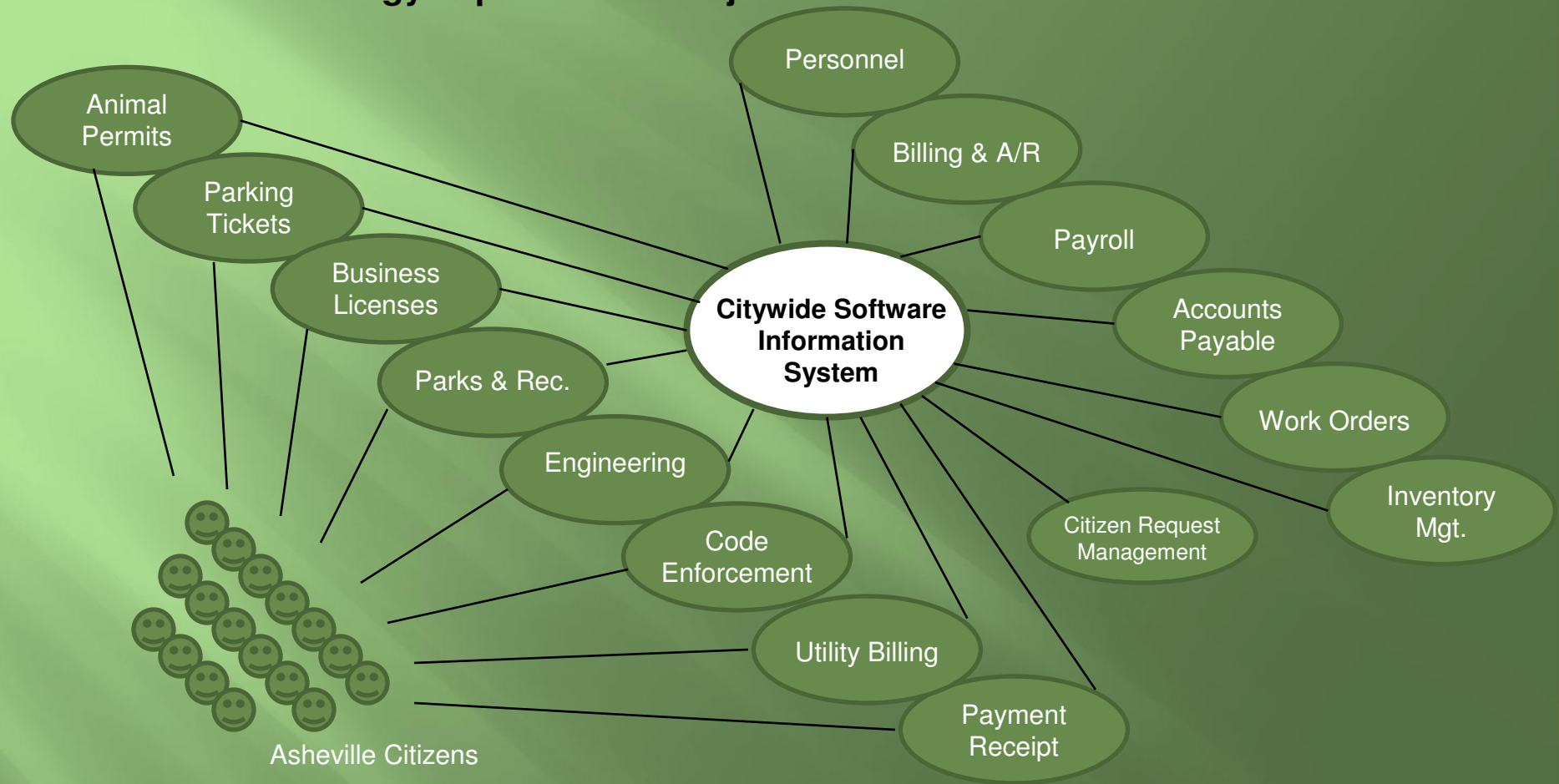
For the Citizen and Visitor

- ▶ I don't know which department handles my problem
- ▶ I am transferred from one department to another
- ▶ Where is my request? Has anything been done?
- ▶ I doubt anything will be done, so I won't call
- ▶ I am frustrated with my local government
- ▶ As a visitor, there are too many information sources

WHAT'S THE PROBLEM?



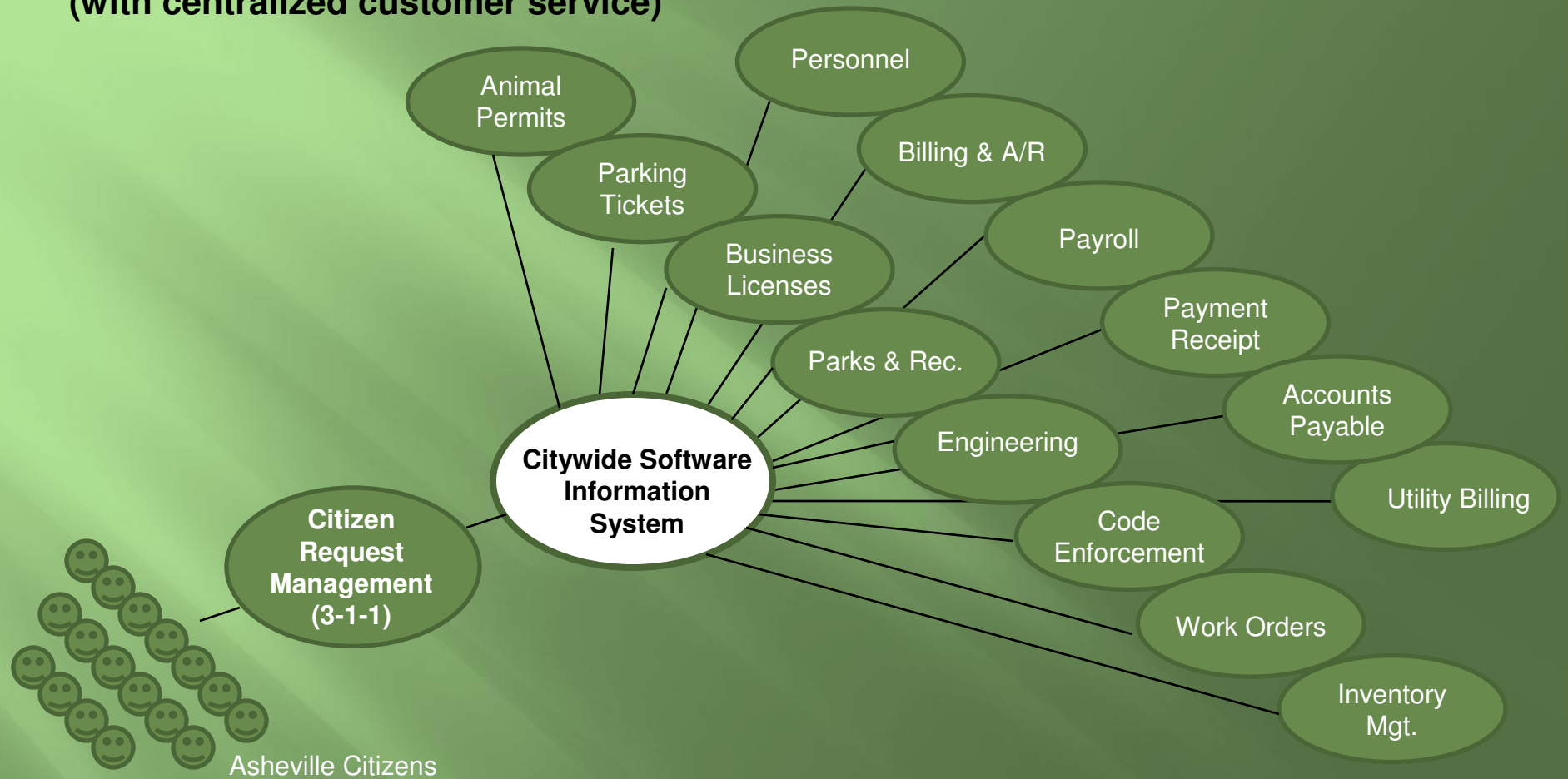
Business Technology Improvement Project



THE CITY OF ASHEVILLE



Business Technology Improvement Project (with centralized customer service)



THE CITY OF ASHEVILLE



For the City/County

- ▶ Affordable solution to providing centralized citizen services
- ▶ Simplified setup process
- ▶ Departmental updates can be made from anywhere at anytime
- ▶ Constituent and visitor inquiries handled by highly trained call center agents
- ▶ Expandable network can handle short-term increases in call volume
- ▶ **ACCOUNTIBILITY** - Citizen concerns are tracked and reported

BENEFITS



For Citizens

- ▶ I have one simple number to call for local government information and services
- ▶ I have easy access to the latest local and regional tourism and event information
- ▶ I feel more connected with my community
- ▶ I can receive updates on the status of my request
- ▶ I **TRUST** that action will be taken concerning my request

BENEFITS



Core Values

- ▶ **Accountability** - By being responsive and responsible to citizens and their elected representatives.
- ▶ **Service** - By treating those whom we serve with respect and dignity.
- ▶ **Honesty** - By providing accurate, truthful, and complete information.
- ▶ **Efficiency** - By constantly striving to use technology and innovation to provide the highest level of service for the lowest possible cost.
- ▶ **Vision** - By looking toward the future with a focus on creating a better Asheville.
- ▶ **Integrity** - By approaching our work honestly, ethically and with sincerity.
- ▶ **Loyalty** - By diligently promoting and supporting the interests of the community we serve.
- ▶ **Leadership** - By being a model for quality service and professionalism in our community and throughout the nation.
- ▶ **Equal Opportunity** - By encouraging our diverse population to participate in the government of our city as citizens and employees.

THE CITY OF ASHEVILLE



How?

- ▶ Project planning and implementation in collaboration with CRM provider
- ▶ Standardized implementation of knowledge base
- ▶ After setup, the city updates own data via web
- ▶ Cost for ongoing call center services and CRM software priced on a per citizen, per annum basis (approx. \$2.00)
- ▶ One-time implementation fee for staff training and knowledge base creation

IMPLEMENTATION





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